



2026/2027 SEASON

SPONSORSHIP PACKAGE

Premier youth hockey program
in the Austin metropolitan area.

A Stronger, Unified Youth Hockey Program in Central Texas

In 2025, two established Central Texas youth hockey programs — the **CAHA Mallards** and **AMHA Texas Stars** — merged to form the **Austin Capitals**, creating a single, unified brand for youth hockey in the Austin metro area.

The program continues to operate under the Austin Metro Hockey Association (AMHA), a 501(c)(3) nonprofit serving the community since 1982. This evolution strengthens our impact while maintaining the mission, leadership, and nonprofit structure sponsors trust.

A Pathway for Development

The Austin Capitals compete within the **Texas Hockey League (THL)**, centered in the Dallas–Fort Worth area and home to many of the top youth hockey organizations in Texas.

Participation in THL provides Austin-area athletes with exposure to high-level competition, consistent development standards, and a recognized pathway within the broader youth hockey ecosystem, preparing players for advancement to higher levels of youth and junior hockey.



**By sponsoring AMHA,
you invest in the next
generation of hockey
stars and align your
brand with excellence in
Texas hockey.**

sponsorship@austinmetrohockey.org

ABOUT AMHA



Vision

Inspiring a passion for hockey and building a thriving youth and community hockey program in the Austin metro area.



Mission

Providing affordable and accessible hockey opportunities, promoting skill development, and fostering an inclusive and supportive hockey community.



Community Impact

Partnering with local schools, youth organizations, and businesses to introduce hockey to underserved communities and make the sport more accessible.

The Austin Metro Hockey Association is dedicated to growing the sport of hockey and creating a positive impact on the local community through its vision, mission, and community outreach initiatives.

BENEFITS OF SPONSORSHIP

Brand Visibility + Exposure

Your brand will be prominently featured on our website, social media channels, and event materials, reaching a wide audience of hockey enthusiasts and the local community.

Community Engagement

Community Impact: Be recognized as a contributor to youth development, helping provide opportunities for children to participate in team sports.

Charitable Tax Deduction: As a 501(c)(3) nonprofit, sponsors can receive tax deductions for their contributions.

Goodwill & Corporate Responsibility: Sponsorship aligns with corporate social responsibility goals by supporting youth sports and community health.

Advertising + Networking Opportunities

Social Media Spotlights: Dedicated social media features spotlighting sponsors and their commitment to the community.

Newsletter Feature: Highlight in our newsletter, including a sponsor profile showcasing your business's impact on the program.

Team Thank-You Gifts: Receive custom thank-you gifts from players to display in your business or office.

Digital Ads: Promote products/services through the program's email marketing or event-related communications.

Special Promotions: Offer exclusive discounts or promotions to the team's community, fostering direct engagement with local consumers.

PACKAGES

Sponsor our teams and shape the next generation of champions.

All packages are fully customizable

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	Title	Gold	Silver	Bronze
Price per Year	\$25,000	\$15,000	\$7,500	\$5,000
Number available	One	Ten	Fifteen	Twenty
Newsletter	Featured as our Title Sponsor in all newsletters	Featured as Gold sponsor in all newsletters	Featured as Silver sponsor in all newsletters	Featured as Bronze sponsor in all newsletters
Advertising	Banner in monthly newsletter/email to promote service or coupon (12 total)	Banner in monthly newsletter/email to promote service or coupon (6 total).	Banner in monthly newsletters/emails to promote service or coupon (3 total).	Banner in monthly newsletter/emails to promote service or coupon (1 total).
Rink Signage	Logo featured on 60' x 60' hanging banner in Gold ice rink. Premier Placement. One dasher board in Gold or Silver rink.	Logo featured on 60' x 60' hanging banner in Gold ice rink.	----	----
Jersey Logo	Premier placement of logo on Rising Stars jerseys. (500+ players)	Sleeve placement of logo on Rising Stars jerseys. (300+ players)	----	----
Helmet Stickers	Sticker on the helmets of Rising Stars and Junior Stars (travel) teams.	Sticker on the helmets of our Rising Stars teams.	Sticker on the helmets of our Rising Stars teams.	----
Website	Featured as a Title sponsor on the AMHA website.	Featured as a Gold sponsor on the AMHA website.	Featured as a Silver sponsor on the AMHA website.	Featured as a Bronze sponsor on the AMHA website.
Social Media	Permanent post as Gold sponsor on Instagram Highlights. Premier call out.	Permanent post as Gold sponsor in Instagram Highlights.	Permanent post as Silver sponsor in Instagram Highlights.	Permanent post as Gold sponsor in Instagram Highlights.

AD-HOC CUSTOM OPTIONS

Buy separately or add-on to a package sponsorship.

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Dasher Board

Advertise your brand on a dasher board that stays up for one year in the Gold or Silver rink.

Per each: \$2,800. Includes cost of production.

Instagram and Facebook Story

Advertise your upcoming hockey-related* event on the AMHA Instagram Stories. 5-placements per event, 24-hours each. \$1,000

Newsletter Advertisement

Send your message to our distribution list of parents, players and fans, advertising your event, service, or product.

Per each: \$500.

Coupon Distribution

Hand out coupons to our Texas Rising Stars and Texas Junior Stars teams to encourage visits to your business.

\$500 (coupons must be provided)

**Must be hockey-related (ie camps, lessons) and will be marked "Not sponsored by AMHA"*

NUMBERS AND IMPACT

Demographics

Girls and boys, ages 4-17
Austin Capitals (Travel): 250
Caps (House): 450
Girls Hockey Club of Austin: 100
Learn to Play: 200 per year



Community Outreach

Try Hockey for Free: 90 players per event, 4 events per year
Girls Try Hockey: 50 players per event, 4 events per year
C-Path: All-abilities Skate, 4 events per year.
Sgro Memorial: \$55,000 in scholarships distributed per year
Golf Fundraiser: \$22,000 raised for coaching education, gear, and training.
Goodwill: Pink in the Rink, We Are Blood

Reach

Games: 100 attendees per game.
Email distribution: 2,000
Instagram followers: 1,850
Facebook followers: 1,400

BUILD YOUR SPONSORSHIP PACKAGE TODAY

Sponsorship Benefits

By sponsoring the AMHA, your organization will gain visibility and recognition within our hockey community.

This includes visibility for your brand and business, as well as the opportunity to engage with our players, families, and fans. And, knowledge that you are supporting youth in the Austin and surrounding areas.

Community Impact

Sponsoring the AMHA not only supports our hockey programs but also contributes to the overall development of the Austin community.

Your investment helps us provide affordable and accessible hockey opportunities for local youth, fostering character, teamwork, and healthy lifestyles.

Contact Information

The AMHA sponsorship team can be reached at **sponsorship@austinmetrohockey.org** or by phone at **(512) 917-3857**.

We are available to discuss customized sponsorship packages and answer any questions you may have.

With customizable sponsorship options, you can create a package that perfectly fits your needs and aligns with your brand's goals, making it a win-win for both your business and the Austin Metro Hockey Association.